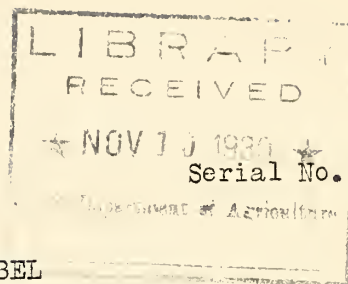


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Excerpt from a Radio Talk by
W. W. Vincent, Chief, Western
District, Food and Drug Administration,
U. S. Department of Agriculture,
through KPO and associated NBC
stations, Thursday, November 13, 1930.



HOW TO READ THE LABEL

Tomato Products

I will start with Solid-Pack Tomatoes, generally considered the finest tomato product. In their preparation only whole tomatoes are placed within the tin. The tomatoes, after peeling, coring and trimming, are placed in the cans with or without small quantities of added sugar or salt. No juice or water is added to the product. Such juice as fills the spaces between the individual pieces of tomato, comes solely from the tomatoes within the can. Such canned tomatoes are sometimes labeled, "Fancy Solid Pack Tomatoes", or quite often, as Pacific Coast packs, simply as "Fancy Tomatoes". You should find the contents to consist of tomatoes of uniformly good red color, practically free from pieces of skin, cores and blemishes. The tomatoes are usually whole or almost whole. In other sections of the country "Fancy Tomatoes" are usually packed in the same manner, except that juice from the packing tables not in excess of that which drains from the tomatoes in the packing, is used to fill the interstices.

Extra Standard Tomatoes. You occasionally find them labeled this way. They contain more broken pieces than "Fancy Tomatoes" and frequently are not so uniform in color.

A can of Standard Tomato contains few whole tomatoes other than very small ones. The contents generally consist of large tomato pieces. Ordinarily, this grade possesses a less desirable color and frequently a poorer flavor than does the "Extra Standard" and "Solid Pack" or "Fancy Grade".

Tomatoes with Puree from Trimmings, as packed in California and neighboring States, (often called California Standards), consist of about 66-70% by weight of tomatoes or pieces of tomatoes. The balance of the contents consists of tomato puree, a slightly concentrated product made from strained tomato trimmings. The strainers used in canneries are called cyclones. Trimming stock, going to the cyclones, is obtained from the peeling and packing tables for both the standard and solid pack tomatoes. It consists of tomato juice, very small or mashed tomatoes, clean skins to which bits of tomato adhere, and the cores and such pieces as are cut off from the larger tomatoes which are poorly formed or in themselves too large to go into the can without first being trimmed.

Tomato Puree, unqualified, means the somewhat concentrated product obtained by cycloning whole tomatoes and concentrating the resulting product by boiling.

It is customary for most canned tomato products to contain a little salt.

Tomato Catsup is the clean, sound product made from the properly prepared pulp of clean, sound, fresh, ripe tomatoes, with spices and with or

without sugar and vinegar. That is the product you generally buy in bottles. A standard grade of catsup is made, wherein the tomato trimmings previously described are used. You will find that the labels generally bear designation indicating the product is made from trimmings. Most of this is packed in large No. 10 tins.

You have doubtlessly seen or used a product called "Hot Sauce", or "Spanish Style Hot Sauce", or "Tomato Hot Sauce". That, my friends, if sold under the designation "Hot Sauce", or "_____ Brand Hot Sauce", will generally have been made from trimming stock and certain peppers. If the label reads "Tomato Hot Sauce" or bears a picture of a whole tomato, usually it will have been made from small tomatoes, unsuitable because of their size for the better grades of whole tomatoes packed.

Tomato Paste, can be said to include three products. The first, Tomato Sauce, or Salsa; the second, Paste, or Pasta; and the third, the heavy paste, or "Concentrate". "Conserva", it is sometimes called. They are all made by concentrating strained tomatoes with or without the addition of basil and perhaps some salt. Their difference is primarily one of concentration.

Harmless artificial color, usually Carminic Acid, is quite generally used in Tomato Paste manufactured in the United States. You will find its presence declared upon the label, if used.

Tomato Juice represents a new development in the canning business. I believe that the bulk of it you are buying is cyclone juice. Some is a filtered or clarified product and you will find that to be lighter or more yellowish in color.